

# INFORMATION EXCHANGE

August 2001

## Resources for Workforce Development Programs

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## Call the ETN...



## And Your Ship Will Come In!

The Employment Training Network (ETN) has a fleet of services that can help navigate your Workforce Investment Act (WIA) program to successful outcomes and calm seas!

Our crew of professional consultants can come on-site and provide training customized to your agency's specific needs. The ETN offers assistance with travel expenses and consultant fees to WIA-funded agencies and their partners.

We have a lending library complete with materials on a shipload of topics. All items will be shipped to you within 24 hours of your request. Page six contains a list of our latest resources!

The ETN can also provide travel reimbursement for your staff to set sail for exemplary programs and gain first-hand knowledge of their operation.

So drop anchor at the ETN and call (916) 654-8896. Make us your port of call for all of your technical assistance needs!



## Workforce Development Update

The Local Training Response Unit (LTRU) of the Employment Development Department Workforce Investment Division (EDD/WID) is currently offering a variety of classes to provide assistance for the successful operation of your Workforce Investment Act (WIA) program.

### WIA Adult and Dislocated Worker Service Strategies

The LTRU has just completed a successful round of one-day case management training workshops entitled "WIA Adult and Dislocated Worker Service Strategies." This course is designed to provide hands-on practice to case managers, job developers and other frontline staff in assisting WIA clients from the initial WIA program enrollment through employment placement. Practical assessment tools are introduced, documentation and follow-up are discussed, and employer expectations are examined. If you are interested in hosting this workshop, please telephone Michelle Haakenson at (916) 654-9815.

### Disability Awareness Training

Working in conjunction with the Department of Rehabilitation (DOR), the LTRU is offering a one-day workshop on disability issues under WIA. Local Workforce Investment Areas and other state-funded WIA grantees are encouraged to host the training and to invite partners from the One-Stops. The primary target audience for this workshop is frontline staff who work directly with customers including, but not limited to, case managers, job developers, intake staff, assessment specialists, etc. Course topics will include: Service delivery, equal access and disability awareness; Overview of employment law, including the Americans with Disabilities Act and the Fair Employment and Housing Act; and Program Access and Physical Access. For further information, please contact Dee Whitecotton via voice phone at (916) 263-0597, or via e-mail at [dwhiteco@dor.ca.gov](mailto:dwhiteco@dor.ca.gov).

### WIA Program Implementation Training

Other classes now available from the LTRU are as follows: Youth Programs Under the WIA; Local Partnerships; Orientation to Workforce Development; Performance Management; and Youth Services Strategies. If you would like to attend a class, please telephone the host contact person listed on the Training Calendar located at: [www.edd.ca.gov/wiacal.htm](http://www.edd.ca.gov/wiacal.htm). If you are interested in hosting a class at your agency please visit [www.edd.ca.gov/wiacat.htm](http://www.edd.ca.gov/wiacat.htm).

## MARK YOUR CALENDARS!

**Milt Wright & Associates, Inc. and Curtis & Associates** – *30 Ways to Shine as a New Employee*  
Oxnard, CA-August 9-10, 2001  
818-349-0858 x224

**Larry Robbin & Associates** - *Building Bridges to the American Workplace: Employment Counseling with Immigrants and Refugees*  
San Jose, CA-August 10, 2001  
Fast Track Training Academy 510-587-7392

**WorkNet Training & Publications Inc.** – *Build Your Expertise, Learn from the Experts*  
Anaheim, CA-August 13-14, September 10-11, October 8-9, & 29-30, 2001  
San Diego, CA-September 24-25, 2001  
888-9WorkNet or visit [www.worknettraining.com](http://www.worknettraining.com)

**Network Consortium** - *7th Annual Welfare to Work to Self-Sufficiency National Conference*  
Reno, NV-August 18-21, 2001  
[www.network-consortium.org](http://www.network-consortium.org)

**Milt Wright & Associates, Inc.** – *Beyond Traditional Job Development*  
Santa Cruz, CA-August 27-28, 2001  
831-457-2709

**California Council for Excellence** - *Prospecting For Gold*  
Concord, CA-September 17-18, 2001  
858-486-0400 or visit [www.calexcellence.org](http://www.calexcellence.org)

**Larry Robbin & Associates** - *You Can Be a Change Agent! How to Motivate People Toward Employment!*  
Oakland, CA-September 24, 2001  
510-238-6137

**10th Annual California Association of Nonprofits (CAN) Conference** - *Building Better Nonprofits: Tools for Success*  
San Francisco, CA-November 7-9, 2001  
[www.canonprofits.org](http://www.canonprofits.org)

**2001 CalWORKs Partnership Conference**  
Anaheim, CA-December 17-19, 2001  
800-858-7743 or visit [www.dss.cahwnet.gov/calworksconf](http://www.dss.cahwnet.gov/calworksconf)

## *Workforce Investment Act*

### **California Workforce Investment Board Establishes State Youth Council and Approves Incentive Policy**

Highlights of the California Workforce Investment Board (CWIB) meeting of June 26, 2001 held in Sacramento, included a vote by the State Board to establish a State Youth Council and approval of a State Incentive Policy.

The new Youth Council will provide policy guidance related to youth development and Workforce Investment Act (WIA) youth activities. Its formation is a strong step forward in California's implementation of the Federal WIA of 1998.

Members of the State Youth Council will be appointed by the Chair of the State Board and include youth, private sector, public, state and local leaders in youth development.

Click [www.calwia.org/pdf\\_reference/youth\\_council.pdf](http://www.calwia.org/pdf_reference/youth_council.pdf) for more information about the State Youth Council or contact John Merris-Coots at (916) 324-3486.

Also in its meeting of June 26, the State Board, by unanimous vote, approved the draft State Incentive Policy. State Board staff is currently working in cooperation with the Workforce Investment Division staff of the Employment Development Department to quickly develop a Directive that will transmit technical guidance to the California employment and training community.

The WIA requires the State to set aside funds in the Governor's 15% Discretionary fund to provide monetary incentive awards to Local Workforce Investment Boards (LWIBs). These funds are awarded for exemplary performance on local performance measures, for regional cooperation among local boards, and for local coordination of activities carried out under the WIA.

Click [www.calwia.org/pdf\\_reference/sip.pdf](http://www.calwia.org/pdf_reference/sip.pdf) to view the Incentive Policy. Should you have any questions relating to this policy, please contact David Mar at (916) 324-3369.

## *State Training Opportunities*

### **Senior Worker Advocate Office Offers *Silver Tool Box* Workshop**

The Senior Worker Advocate Office, a part of the Public Affairs Branch of the Employment Development Department (EDD), is offering a workshop for staff assisting senior workers.

This popular three-hour workshop, entitled the "Silver Tool Box", is designed for all One-Stop staff - from initial intake to managers. It offers technical assistance for meeting the needs of job seekers who are 40 years of age and older.

It is a three-part workshop focusing on awareness, assessment and resources. The Workforce Investment Act (WIA) recognizes Title V as a mandated partner. Title V requires participants be age 55 and low income. However, there are clients who do not meet these requirements who need services. This also leaves a large cohort of clients, those from age 40 to 54, who do not qualify for any targeted assistance.

Senior workers have special needs in finding employment, not the least of which is learning how to ask for help. These mature, experienced workers probably never had to look for work or write a resume. With their experience a presumption can exist that they do not need help. This workshop will

address these issues and many more in an interactive environment.

For further information, please telephone Susan Moore at (916) 654-7249 or e-mail at [smoore1@edd.ca.gov](mailto:smoore1@edd.ca.gov).

### **LMID Responds to Training Needs**

The Labor Market Information Division (LMID) recently developed a half-day training class in response to customer requests for a brief orientation to labor market information. The class features an overview on how to locate labor force, industry, occupations, wages, and projections information on the Internet at [www.calmis.ca.gov](http://www.calmis.ca.gov).

LMID also offers a three-day California Labor Market Institute. This intensive program features an opportunity to use labor market information to answer common questions that workforce development professionals face every day.

For more information contact your local Labor Market Consultant - [www.calmis.ca.gov/file/resource/analyst.htm](http://www.calmis.ca.gov/file/resource/analyst.htm). Also visit [www.calmis.ca.gov/htmlfile/E-newsletter.htm](http://www.calmis.ca.gov/htmlfile/E-newsletter.htm) to view LMID's on-line newsletter.

### Local Area Activities

#### Youth Job Fair Attracts A Crowd!

The Employment Development Department (EDD) and the San Benito Workforce Investment Board (WIB) are celebrating the success of their first Youth Job Fair!

The event, held on July 12, 2001, at the One-Stop Service Center in Hollister, attracted over 300 students, 12 local employers, and three supportive services agencies, including the Police Department, Fire Department and local health clinic.

So, how do you get over 300 youth to attend your event? The staff, with the assistance of student volunteers, created and distributed flyers to employers, supportive services agencies and all other organizations that play a role in working with youth, as well as to summer schools in the county and popular youth gathering places. A local radio station was invited to provide music and broadcast live announcements from the event. And, a donation was obtained from a local restaurant of over two hundred coupons for the youth to have free sodas, fries and cheeseburgers!

Everyone involved agreed this event gave employers empowerment and initiative to hire youth and, conversely, an awareness and hope to the youth in the community.

If you are interested in organizing a youth job fair in your community, please call Elizabeth Martinez at (408) 369-3623.

#### LA County Receives NACo Award

Congratulations to Los Angeles County on receiving a 2001 National Association of Counties (NACo) Achievement Award for their Employment Services Kiosk Network system. The awards were presented in Philadelphia, Pennsylvania, on July 15, 2001 at NACo's Fifth Annual Awards Reception.

For information on this award-winning kiosk system, please call Maria Mata at (213) 738-2630.

### WtW 15% Governor's Discretionary Project

#### Goodwill Pilot to Go the Distance!

*Going the Distance* is an exciting new retention and career advancement pilot project operated by Goodwill Industries of Southern California (GISC).

With programs in Los Angeles and San Francisco, *Going the Distance* inaugurates a revolutionary method for low-income working families to pursue vocational training over the Internet in order to obtain professional skills and degrees that will lead to significantly higher wages, hours and benefits.

With financial assistance from the Employment Development Department Welfare-to-Work 15% Governor's Discretionary funds, GISC initiated the project by selecting 40 motivated and professionally driven individuals. Computers were installed in their homes and Internet access was provided. Distance learning courses and programs were then researched and chosen by each adult student in alignment with their desired career path. Many schools and universities are now offering classes and vocational training on the Internet. Upon completion of the training, ownership of the computer will be transferred into the person's name.

The benefits of *Going the Distance* are many! The project strengthens families by helping parents access training over the Internet resulting in higher paying jobs. Distance learning via the Internet in the home alleviates many of the barriers that keep people from enrolling in college at night, including child care, transportation and fear of failure on a college campus. *Going the Distance* also empowers parents by bridging the technological gap of the digital divide, exposing them to countless opportunities and resources.

According to one participant, "Distance learning allows me to take courses in my own home, at my own pace, and it's given me the courage to want to succeed!"

Please call Jennifer Tucker at Goodwill Industries (323) 223-1211 x2335 for more information on this successful pilot project.

### Worthy Web Sites

[www.childrenshospital.org/ici/onestop/onestopmanual.html](http://www.childrenshospital.org/ici/onestop/onestopmanual.html) -

The Institute for Community Inclusion is pleased to announce the availability of "Access for All: A Resource Manual for Meeting the Needs of One-Stop Customers with Disabilities". This comprehensive, 300+ page manual is designed to assist One-Stop Systems in meeting the needs of individuals with disabilities.

[wtw.doleta.gov/documents/hard.html](http://wtw.doleta.gov/documents/hard.html) - Strategies to help move ex-offenders from welfare to work. This guide offers several helpful strategies that will improve the employment opportunities for your participants who have criminal histories.



## *Education/LWIB Collaboration*

### **Demonstration Projects for Local Education Agencies in Partnership With Local Workforce Investment Boards Awarded**

With funding provided in the Budget Act of 2000 to link education with the Federal Workforce Investment Act (WIA), a Request for Application (RFA) was recently released by the California Department of Education (CDE) consisting of three project categories for a total of \$2,120,000. This was part of a total \$7 million investment in connecting education with the workforce development system.

This RFA resulted in a total of 64 applications. The CDE funded 30 local education agencies' (LEAs) applications with awards ranging from \$50,000 to \$100,000. The purpose is for LEAs to collaborate with their Local Workforce Investment Boards (LWIBs) in order to implement an integrated service delivery system for in-school or out-of-school youth. These awards also require that the collaborations support the achievement of both local WIA youth performance levels and the LEAs accountability requirements.

Project Category I designated \$1,100,000 for demonstration projects that implement the goals of the RFA through the areas of improving academic skills through contextual learning; integrating career development into student learning, and/or linking business and industry with education.

Project Category II provided \$600,000 for demonstration projects that implement the goals of the RFA through start-up grants to implement industry-based education and training programs leading students to certification or licensure.

Project Category III designated \$420,000 for demonstration projects that implement the goals of the RFA through programs that provide training leading to nontraditional occupational opportunities for youth.

The goals of the RFA are to:

- (1) Demonstrate a coordinated effort between education agencies and Local Workforce Investment Boards (LWIB) to operate an integrated service delivery system for in-school/out-of-school youth;
- (2) Support the achievement of the local area WIA youth performance levels; and
- (3) Address demands placed on California's schools such as the High School Exit Exam, Academic Performance Index or other accountability systems, transition to a standards-based approach to education, business and industry

efforts to influence students' workplace skills, and college academic entrance requirements.

Education's role is to fully participate in the current statewide effort to have California's economy match and exceed the productivity of our global competitors. To sustain successful collaborations, it will be important not only to successfully address the needs of our youth, but also to meet the core needs of the stakeholder partners.

We anticipate that these projects will be very useful in our ongoing efforts to initiate and sustain "shared governance" between local education and workforce development agencies. We also anticipate that each demonstration project will be a valuable and practical resource to other education and workforce development agencies. In addition, demonstration projects will provide valuable information for the California Workforce Investment Board and state agency partners.

If you are interested in being placed on an e-mail list for notification of the potential 2001-2002 RFA process to continue the "integration of services efforts" between local education agencies and the LWIBs, or for additional information on these demonstration projects, please call Robert Schallig at (916) 322-3728 or e-mail [rschalli@cde.ca.gov](mailto:rschalli@cde.ca.gov).

## *Internet Job Search*

### **Net Assets Employment Briefing**

There is a valuable resource available to you just by sending an e-mail!

HR Management Services, an organization that provides Internet training services, is making available a one-page Internet employment briefing. This document describes the newest web sites and Internet techniques that their participants are finding highly effective in job search, job retention and career advancement.

The service is free. Simply send an e-mail to [info@hrms.net](mailto:info@hrms.net) and indicate Net Assets in the subject line. For more information on Internet services offered by HR Management Services you may visit their web site at [www.hrms.net](http://www.hrms.net).

## Check It Out!

The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

### ADULT EDUCATION

*So I Made Up My Mind, Introducing a Study of Adult Learner Persistence in Library Literacy Programs*, Manpower Demonstration Research Corporation (J2047)

*Back to School, A College Guide for Adults*, Park Avenue Productions (J2065)

### ENTREPRENEURSHIP

*The Commonsense Guide to Running Your Own Business, Attitudes, Actions, and Activities to Make Your Business Thrive*, Park Avenue Productions (J2064)

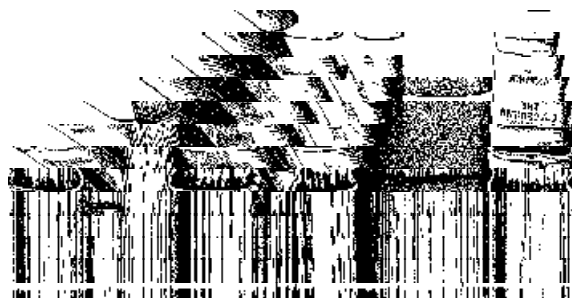
*Self-Employment: From Dream to Reality!, An Interactive Workbook for Starting Your Small Business*, JIST Works, Inc. (J2072)

### WORKFORCE DEVELOPMENT

*National WIB Survey-Final Report*, National Leadership Institute for Workforce Excellence (J2060)

*Self-Assessment and Workforce Organizations, Resources to Get Started*, Workforce Excellence Network (J2061)

*Year Two Report of the Performance Based Accountability System for California Workforce Preparation Programs*, California Workforce Investment Board (J2062)



### EMPLOYABILITY SKILLS

*SuccessAbilities!, 1,003 Practical Ways to Keep Up, Stand Out, and Move Ahead at Work*, JIST Works, Inc. (J2064)

*Introduction to Job Applications, Second Edition*, JIST Publishing, Inc. (J2069)

*Working Woman's Communications Survival Guide*, Prentice Hall (J1824)

*Know-How Is the Key, Job Smarts for Students with Learning and Other Disabilities, Instructional Manual*, JIST Works, Inc. (J2066)

*Know-How Is the Key, 12 Steps to Job Success, Activity Book*, JIST Works, Inc. (J2067)

*Excellence in Supervision, Essential Skills for the New Supervisor*, Crisp Publications, Inc. (J2074)

*The 7 Habits of Highly Effective People, Powerful Lessons in Personal Change*, Simon & Schuster (J2077)

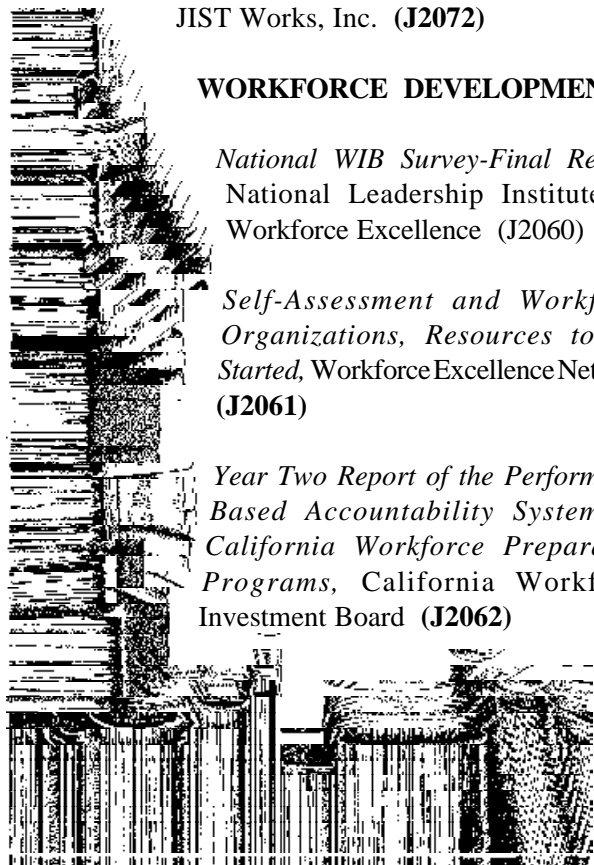
### LOW INCOME

*Jobs for the Poor, Can Labor Demand Policies Help?*, Russell Sage Foundation, W.E. Upjohn Institute for Employment Research (J2075)

*Generating Jobs, How to Increase Demand for Less-Skilled Workers*, Russell Sage Foundation (J2076)

### DRUG ABUSE

*Treatment Solutions*, National Institute of Drug Abuse (Video) (J2073-AV)



## AUGUST 2001

*Monday*

*Tuesday*

*Wednesday*

*Thursday*

*Friday*

		1	2	3
6	7	8	9	10
	<div>Working with Customers with Disabilities Anaheim-(714) 765-4348</div>		<div>Milt Wright &amp; Assoc. /Curtis &amp; Assoc. 30 Ways to Shine as a New Employee Oxnard-(818) 349-0858 x224</div>	<div>Working with Customers with Disabilities Santa Ana-(714) 565-2600</div> <div>Larry Robbin &amp; Associates Building Bridges... San Jose-(510) 587-7392</div>
13	14	15	16	17
<div>WorkNet Training &amp; Publications, Inc. Build Your Expertise... Anaheim-<a href="http://www.calmis.ca.gov/">http://www.calmis.ca.gov/</a></div>		<div>Training for Trainers Long Beach-(916) 654-8782</div>		
	<div>Performance Management Orange-(916) 653-5244</div>			
20	21	22	23	24
<div>Network Consortium 7th Annual Welfare to Work to Self-Sufficiency National Conference Reno, NV-<a href="http://www.network-consortium.org">www.network-consortium.org</a></div>		<div>Working with Customers with Disabilities Los Angeles-(323) 223-1211</div>		
27	28	29	30	31
<div>Milt Wright &amp; Associates, Inc. Beyond Traditional Job Development Santa Cruz-(831) 457-2709</div>				
	<div>Working with Customers with Disabilities Ventura-(805) 585-6435</div>			

\*Training in shaded boxes conducted by the Local Training Response Unit - [www.edd.ca.gov/wiacal.htm](http://www.edd.ca.gov/wiacal.htm)

## EMPLOYMENT TRAINING NETWORK

c/o EDD/WID  
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Sacramento, CA 94280-0001

### THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

*Information Exchange* is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - [dcoad@edd.ca.gov](mailto:dcoad@edd.ca.gov); Internet site: [www.trainingnetwork.org](http://www.trainingnetwork.org)

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety areas. Local Workforce Investment Areas (LWIAs) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

**EDD is an equal opportunity employer/program.**